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S. Department of Agriculture



Premium Grade, Easy-to-Grow
BLUEBERRY PLANTS

by *Galletta Brothers*
HAMMONTON, N. J.

You'll Enjoy Endless Pleasure In



For Good Eating And Garden Beauty

Almost everybody enjoys the succulent flavor of blueberries. Their distinctive taste whets the appetite. They provide wonderful eating whether served as fruit, as fruit juice, as cooked berries, as berry pie, in muffins and in many other recipes. Yes . . . blueberries are welcome on any menu, at any meal. And anybody with a little ground can easily grow them! Blueberries provide you with more than good eating. After the fruiting season they bring you the added year 'round beauty appeal of the exquisite blueberry bush to delight the eye. The glossy green foliage slowly turns to autumn red; in winter, the wood attains the red and brown of the glorious barberry. Then, with spring these colors give way to the gorgeous clusters of pink buds; these in turn blossom

into pinkish-white flower bells before again fruiting.

Heavy Yields of Delicious Fruit

There is almost unbelievable beauty to behold . . . endless pleasure to pick and eat the delicious berries. You can enjoy all of this in your own lawn and garden. As to fruit yield, you may expect 3 to 5 pints of succulent berries from each plant the very first year after setting. Many plants yield as much as twenty pints the second or third year after planting.

Each succeeding year you may expect ever-increasing yields because most plants can yield one pint of berries per-year-of-age. And with reasonable care your blueberry plantings may be productive for from forty to seventy-five years.

Blueberries Earn Good Profits

These are reasons why, to-day more than ever before, blueberries are a top favorite too, with commercial growers. They take a first place among the surest source of sales and profits. The demand for berries exceeds the supply. They command top market prices from the canning, bakery and frozen food industries as well as for ever-increasing home use. Whether you have a large farm, a roadside market or are a home gardener it will pay you to plant blueberries.

Easy To Grow

You can successfully grow blueberries anywhere you live—provided your locality has thirty days or more of freezing

Galletta Brothers

ALL PLANTS INSPECTED BY N. J. DEPT. OF AGRICULTURE

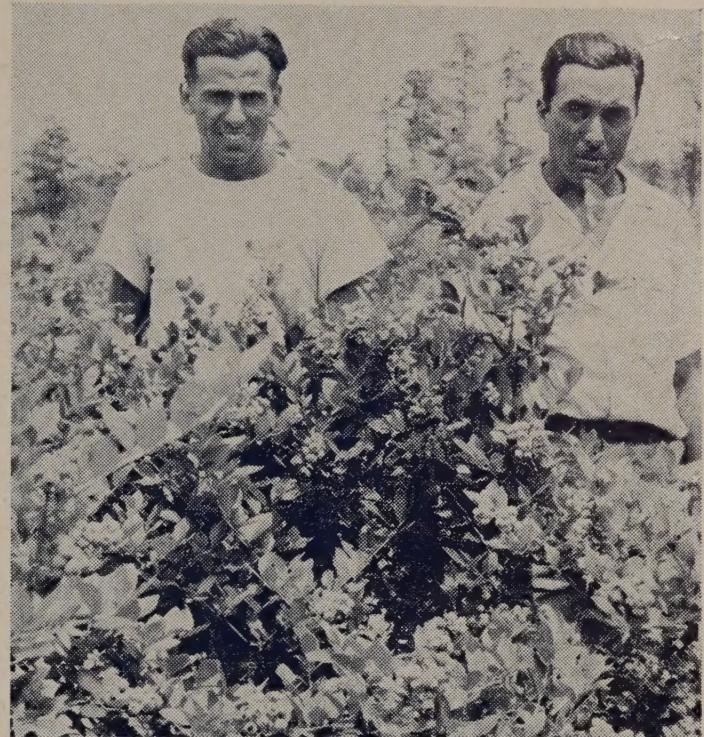
REFERENCES: DUN & BRADSTREET; PEOPLES BANK, HAMMONTON, N. J.; N. J. STATE FARM BUREAU; COUNTY BOARD OF AGRICULTURE; N. J. BLUEBERRY GROWERS ASSN.

Planting GALLETTA Blueberries!

winter temperature. You need only natural or prepared moist, swampy acid soil — with sufficient drainage to prevent surface flooding; in fact on almost any type of soil that will hold moisture (such as clay soil or sandy loam) you can expect success. Your GALLETTA BROTHERS Blueberries may grow where other crops fail! Galletta plants are hybridized for disease-resistance. They may be easily cultivated and maintained even in frigid years that will kill out wild berries.

Headquarters For Success

Remember that unlike most nurseries, GALLETTA BROTHERS specialize in, and grow blueberries exclusively. It is not a sideline with us but our life-work. Every working member of the Galletta organization specializes in the cultivation of superb blueberries. You get the benefit of this highly skilled teamwork—PLUS the extra advantage of obtaining plantings developed in the naturally superior, sandy and acid New Jersey soil. No wonder that people everywhere so highly praise Galletta Brothers blueberries. No wonder too that leading seed and flower companies buy and sell GALLETTA-grown berries . . . and use them as foundation stock. GALLETTA



BROTHERS have the largest exclusive berry farms in the entire State of New Jersey—perhaps the largest in the country. Through constant cooperation with the U. S. Department of Agriculture and State Experimental Stations it is possible to offer exceptionally vigorous and heavy cropping plants.

**Buy Your Blueberries from
Galletta Brothers**

MAKE YOUR SELECTIONS FROM THESE VARIETIES!

CABOT (Early low bush). The lowest of all cultivated berries. Seldom higher than four feet. A bush that has long fruiting season, especially in northern States. Very heavy bearing medium size.

JUNE (Early, fast ripening). Medium high bush. Entire crop ripens early and quickly. Yields medium size fruit from Maine to North Carolina.

CONCORD (Early midseason). Tall, vigorous and attractive bush. Ripens two weeks later than Cabot. Yields enormous crop of finely flavored, firm fruit. Very large.

STANLEY (Early midseason). tall, sturdy and fast growing bush. Has large, thick shiny leaves. Yields plenty of very large, light blue berries of very exceptional flavor.

RANCOCAS (Early midseason). An upright bush that, at maturity often exceeds 5 ft. Its outstanding beauty makes it ideal for lawn and garden. It is a fine landscape bush especially with its beautiful red wood in winter. It is a very heavy producer of good eating medium size berries. This variety has exceptional resistance to disease.

JERSEY (Late variety). Vigorous, hardy bush that grows erect up to 6 ft. or 7 ft. with delightful foliage. Produces large light blue berries that ship well. Yields extra large berries. A fast growing, good commercial variety. Attractive and very ornamental with large leaves.

RUBEL (Late variety). A very hardy upright bush that gives generous yields of medium size, light blue firm fruit. Has average growth factors

and is very much in demand. Its slightly tart flavor is popular with pie bakers.

BURLINGTON (Very late variety). Extends the blueberry season 5 to 10 days. A sturdy upright bush noted for its high production of medium size, aromatic berries. An appealing color and firmness are fine dessert qualities. Very good to ship.

WEYMOUTH (Earliest known). Developed on our own farm. Medium upright bush, yielding extra large, dark blue berries. A very heavy cropper of fast-ripening fruit. Commercially, crops can be sold for early market prices.

DIXIE (Late variety). No other bush yields fruit so big. A very large and vigorous bush developed on our farm. Ripens about the same time as the Rubel. The firm berries are pleasingly aromatic and make a very popular commercial variety.

ATLANTIC (Late variety). These ripen about the same time as Dixie. Very rugged bush that yields big quantities of large, slightly aromatic dessert berries. The fruit has splendid freezing qualities.

PEMBERTON (Late variety). Considered the most vigorous of all. A very fast grower of big firm berries. Firmness and slight aroma, make wonderful dessert. Very fast grower.

FOR EXTRA SIZE we suggest Dixie, Atlantic, Pemberton, Jersey.

FOR DESSERT we suggest Stanley, Concord, Burlington, Rancocas, Jersey.

FOR FREEZING we suggest Jersey, Burlington, Rancocas, Atlantic, Rubel, Dixie.

Look At These Attractive Money Saving Prices!

PRICE LIST. F. O. B. Hammonton, N. J.

EVERY PLANT TRUE TO NAME; EVERY PLANT GUARANTEED!

	Each	3 to 9 Plants Each	10 to 29 Plants Each	30 to 99 Plants Each
1-yr. rooted cutting 3-6"	\$.35	\$.30	\$.25	\$.20
2-yr. 6-12"	.70	.60	.50	.40
2-yr. 12-18"	1.15	1.00	.85	.75

Bearing Age Plants:

3-yr. 18-24"	1.55	1.35	1.20	1.00
3-yr. 24-36"	2.00	1.85	1.70	1.50
4-yr. ex. large bushes 3-4'	3.50	3.25	3.00	2.75

Prices greatly reduced on large quantities, especially to commercial growers, dealers and nurserymen.

Our Guarantee

- (1) Every plant to be true to name.
- (2) Every plant to be from the best parent stock.
- (3) To ship you full count of good healthy plants.
- (4) To carefully dig and pack each plant to reach you in good growing condition.
- (5) To completely satisfy you and adjust any complaints sent to us ten days after shipment. We cannot be responsible for weather conditions after stock is planted.
- (6) Our stock to be free from disease when shipped.
- (7) We cannot be responsible for more than the original cost of stock.

MAIL THIS ORDER PROMPTLY TO GALLETTA BROS., Hammonton, N. J.

PRINT PLAINLY

Date.....

Name R.F.D.

Street or County Box

Postoffice State

Ship By—Check One Express Station

If different from Post Office

Express Col. []

Parcel Post [] Ship Plants On or About

Amt. Enclosed: Check \$ Money Order \$ Stamps \$ Cash \$

Please print or write name and address plainly. State whether goods should be shipped Parcel Post or Express. Show price beside each article.

QUANTITY	AGE	SIZE	VARIETY	PRICE EA.	TOTAL
			CABOT Early		
			JUNE Early		
			CONCORD Early midseason		
			STANLEY Early midseason		
			RANCOCAS Midseason		
			JERSEY Late		
			RUBEL Late		
			BURLINGTON Very late		
			WEYMOUTH Earliest known		
			DIXIE Late		
			ATLANTIC Late		
			PEMBERTON Late		

TERMS: 25% Deposit required on Express Shipments.

Postage

For Parcel Post Delivery cash must accompany order

TOTAL

1954 ✓

RETAIL PRICES FOR EARLIBLUE - BLUECROP - HERBERT VARIETIES

Rooted Cuttings - In lots of	1	-	10	-	\$1.00	each		
" "	11	-	25	-	.90	"		
" "	26	-	50	-	.80	FEB 4 - 1954		
" "	51	-	100		.70	U.S.D.		
" "	101 etc.				.60	"		
2 yr. Plants -	"	"	"	1	-	10	-	\$1.50 per plant
	"	"	"	11	-	25	-	1.40
	"	"	"	26	-	50	-	1.30
	"	"	"	51	-	75	-	1.20
	"	"	"	76	-	100		1.10
3 yr. Plants -	\$1.75 each							

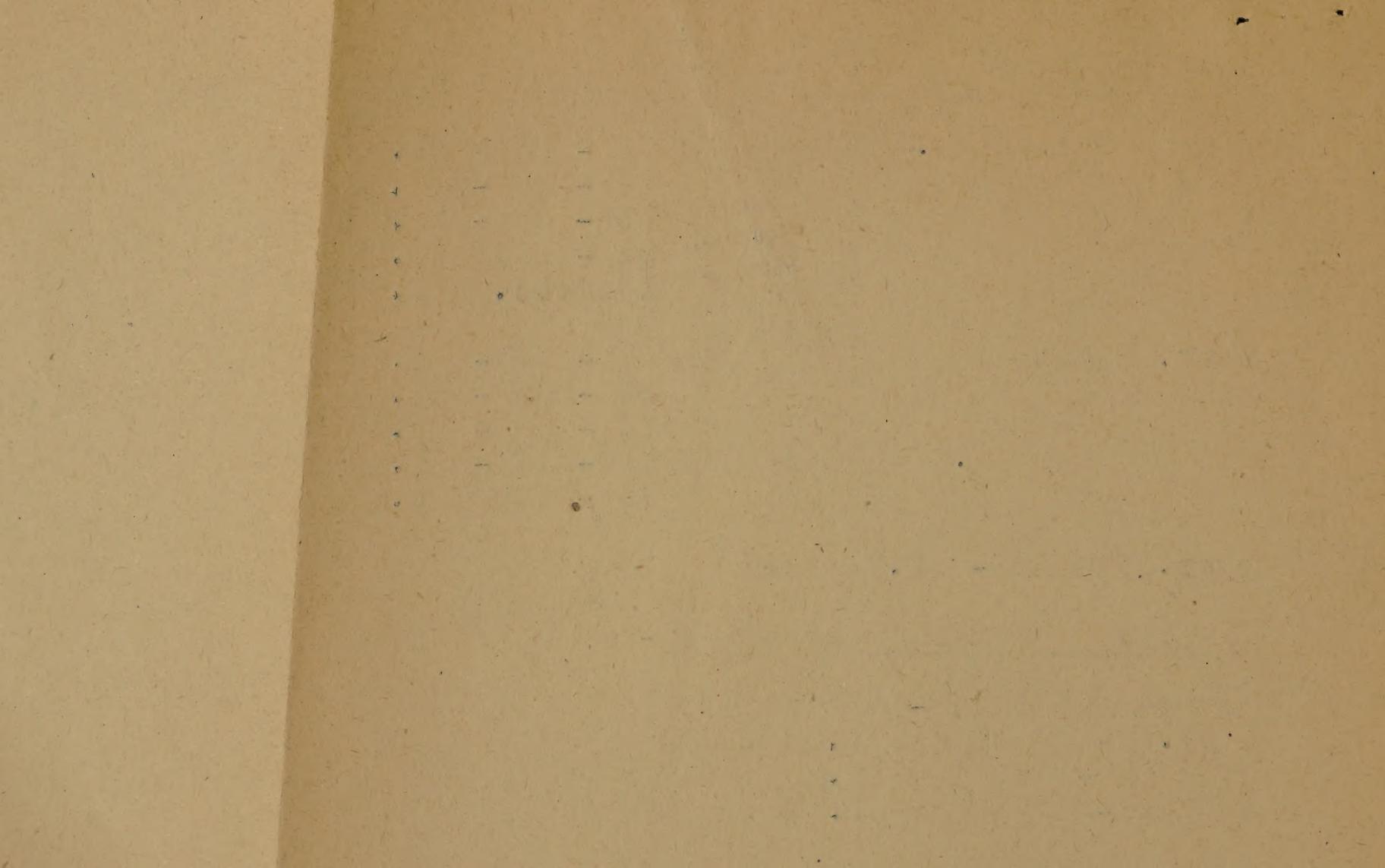
Coville & Berkeley Varieties -

Rooted Cuttings - 50¢ each

2 yr. 6-12" plants 1.00 each

2 " 12 -18" " 1.25 "

3 " 18- 24" " 1.50 "



When You Buy Blueberries from GALLETTA BROS., HAMMONTON, N. J.

You buy from **SPECIALISTS!**

BLUBERRY RECIPES

BLUEBERRY AND CRABAPPLE JAM

3 qts. crabapples, chopped
1 qt. blueberries
6 lbs. sugar.

Cut crabapples in quarters, remove cores but do not pare, put through food chopper, measure, add enough water to almost cover apples, cook 10 minutes, add berries and sugar, let cook until clear; pour into hot glasses; cool, cover with hot paraffine.

BLUEBERRY MUFFINS

$\frac{1}{4}$ cup butter
 $\frac{1}{4}$ cup sugar
1 egg, well beaten
 $\frac{1}{2}$ teaspoon salt
4 tsps. baking powder
2 cups flour
1 cup milk
1 cup washed blueberries

Mix $\frac{1}{4}$ cup of flour with blueberries, let stand 1 hour. Cream butter and sugar, add egg. Sift baking powder, salt and rest of the flour. Combine the 2 mixtures alternately with the milk, add floured berries last. Bake 25 minutes at 425°F. in buttered gem pans.

BLUEBERRY TORTE

1 quart blueberries
 $\frac{1}{4}$ cup sugar
2 tablespoons lemon juice
1 yolk of egg
3 tablespoons cream
4 whites of egg
 $\frac{1}{4}$ cup powdered sugar
Muerbe Teig

Line bottom and sides of a spring form with Muerbe Teig No. 1. Sprinkle with bread crumbs, add blueberries, sprinkle with sugar and cinnamon and lemon juice. Over all drip the yolk of an egg beaten with the cream. Bake in a hot oven (400°F.) for 15 minutes. Reduce heat to 325°F. and bake until crust is well browned.

Beat whites of eggs until stiff, add powdered sugar, spread over Torte, return to oven and bake 15 minutes at 300°F.

The cultivation and propagation of truly vigorous and luscious blueberries requires naturally suitable soil and specialized experience and skill. Under such conditions . . . and only under such conditions . . . can there be developed bushes that can successfully be transplanted for maximum satisfaction.

Experience proves that you get best results when you buy your plants from exclusive berry cultivators. You get these results with GALLETTA BROTHERS—who cultivate nothing else. At the Galletta farms blueberries are not a sideline . . . not just another item we grow to sell. Blueberry cultivation is our only business—our only interest.

Buy, if you will, your apples and cherries and peaches and roses and other fruits and flowers from the typical "general-store" type of grower. But for utmost results with your blueberries buy them from exclusive berry specialists. Buy them from

GALLETTA BROTHERS

PHONE 1573J . . . 956R11

HAMMONTON, N. J.

HOW to successfully grow BLUEBERRIES

PLANTING HINTS TO HELP YOU. Your success and satisfaction is most important to our own success. You want your berries to grow well, to produce abundantly—so do we. These suggestions should help; but write us for any additional information you think you'd like from us. We'll be glad to help you any way we can.

Keep in mind the following points. Cultivated blueberries are self-sterile. To provide for crop pollination, plant at least two varieties. Blueberries need acid soil; do not plant on limed soil. Mix into slightly acid soil either acid peat, rotting straw, decaying leaves or sawdust. Five pounds of aluminum sulphate to each 100 sq. ft. and up to 10 lbs. on heavy loams is good for garden planting. Lime or stable manure should never be permitted into close contact of planting area.

SOIL. The best blueberry growth occurs in natural blueberry soil with a Ph of from 3.8 to 5.5. Ample humus, a fairly constant high water table and good surface-drainage are important. Planting on wide ridges, seven inches high is desirable. If blueberry plants are set in your garden or lawn, dig a large hole for each plant and fill with leafmold, peat, rotting hardwood sawdust or similar humus. The productiveness of blue-

berries is largely dependent upon ample moisture in the upper soil.

MULCHING. On other than natural blueberry soil, apply straw, salthay, pine needles or similar mulch as soon as plants are set. This mulch should be six inches deep and spread around the individual plants over an area of six feet square.

PRUNING. Until the end of the third season, little if any pruning is necessary.

FERTILIZER. No fertilizer should be applied the first year the plant is set. The second year, however, the application of a commercial 5-10-5 fertilizer may increase both yield and size of fruit. Evenly spread $\frac{1}{4}$ to $\frac{3}{4}$ lb. per bush in a wide band around, but about ten inches from the plant. If soil is sweet and not sour two ounces of sulphate ammonia mixed with sawdust may be spread around each bush the second and third year.

PLANTING. Commercial plants should be set every four feet in rows at least eight feet apart. Roots should be well spread out. Set plants slightly deeper than in the nursery. Before setting, prune out the small bushy growth. Plants for home planting may be set the most convenient way, about 4 feet apart each way.

FIRST---buy your plants from

GALLETTA BROS.

PHONE 1573-J - 956R11
HAMMONTON, N. J.